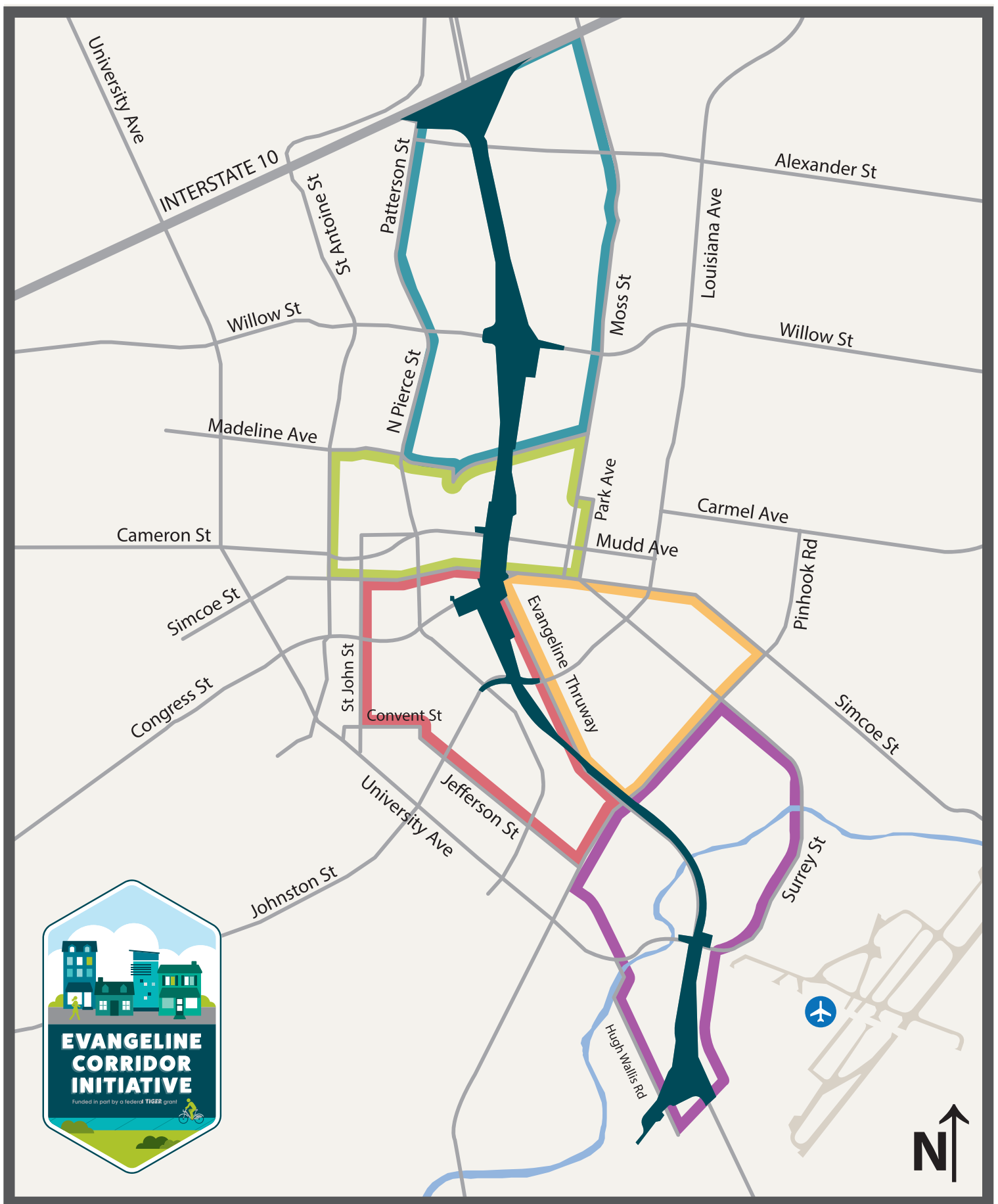


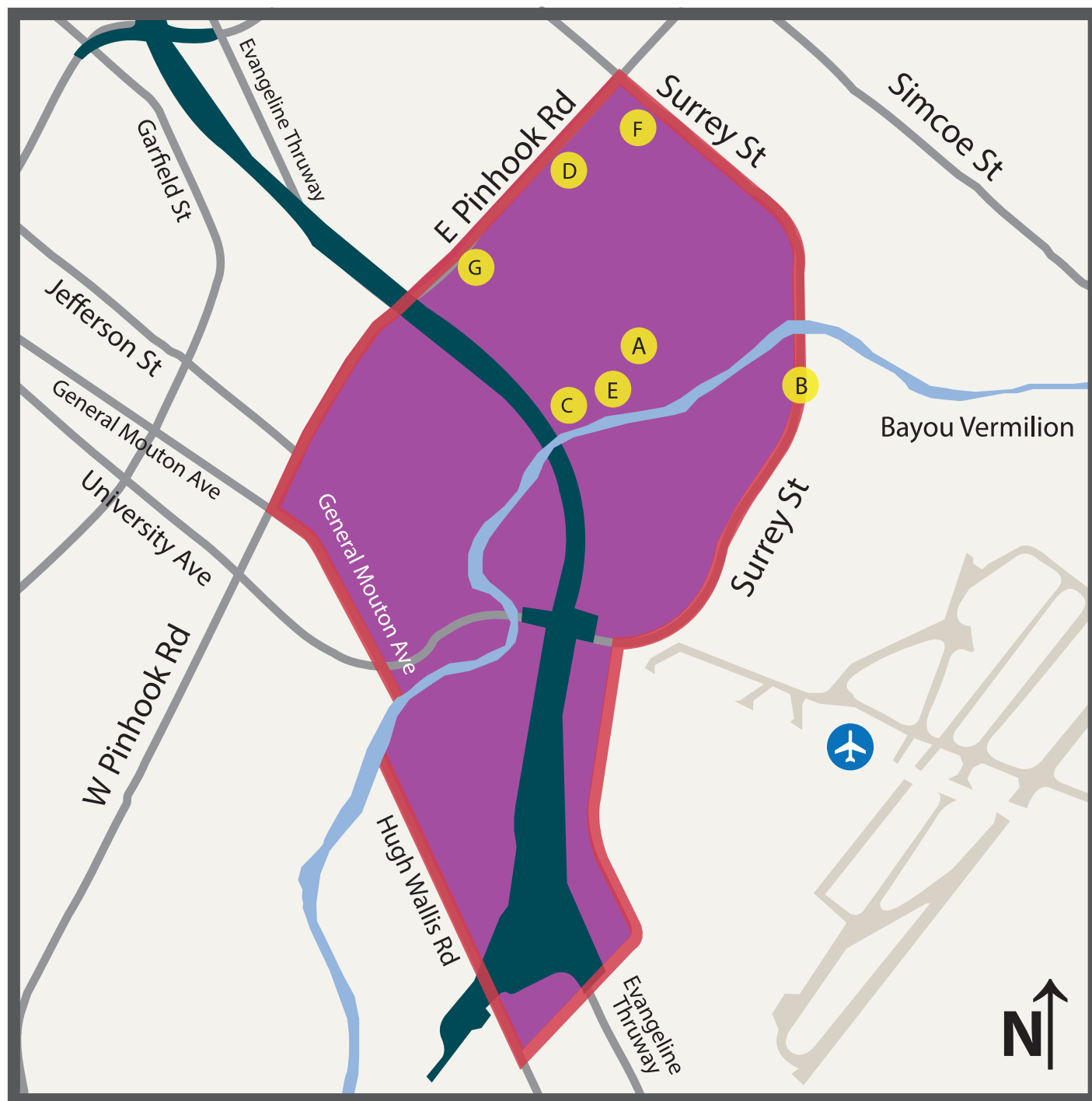
Vermilion River Recreational District





- Gateway District
- Sterling Grove / Simcoe / LaPlace District
- Downtown / Freetown-Port Rico District
- McComb-Veazey District
- Vermilion River Recreational District
- Interstate 49 Pathway

Vermilion River Recreational District



 Vermilion River Recreational District


 Interstate 49 Pathway

 Heymann Park Retrofit

 Pedestrian river crossing from Heymann Park to Vermilionville

 Wayfinding and Historic Identity Mapping Campaign

 Surrey Street: Spot Improvements

 Community Farm at Vermilionville Conference Center

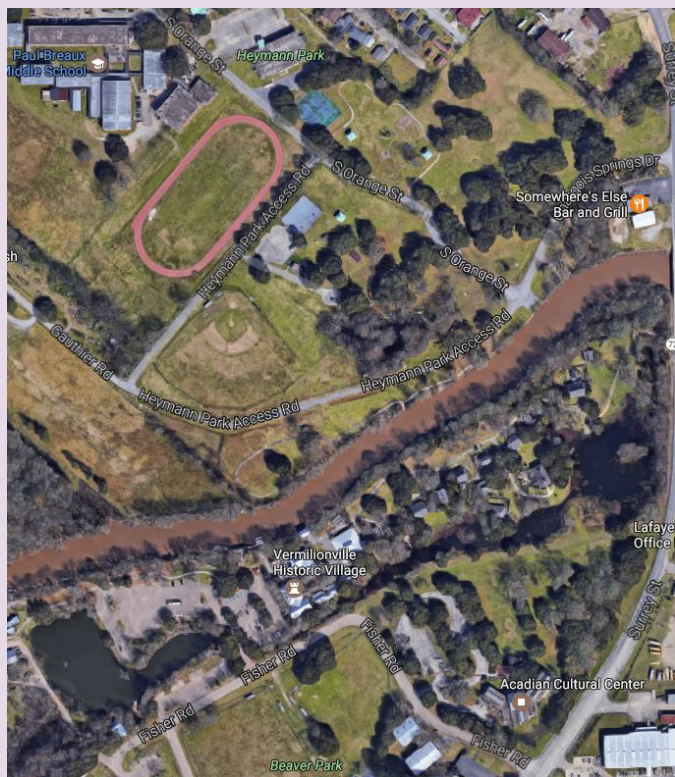
 East Pinhook Road: Spot Improvements

 S. Orange Street Neighborhood Gateway/Streetscape Enhancement





Heymann Park Retrofit



Residents and park patrons say they enjoy using the park, but also pointed out key concerns and issues such as isolated spaces, safety issues and substandard lighting.

Park retrofit strategy including space consolidation, new landscape design, and new lighting that enhances the recreational experience and provides a better connection to the Vermilion River



Redevelopment / Reuse of Existing Site	Business Development / Economic Growth	Neighborhood Connections	Neighborhood Beautification	Community Identity / Interaction
X	X		X	X



Timeline

Short-term: Park clean up + staging of various events that indicate permanent installations/activity

Medium-term: Strategic lighting enhancements + enhanced security program

Long-term: Comprehensive park retrofit including general landscape work and feature installation



Funding Support / Cost Estimates

- Maintenance clean up and kick-off events - LCG-Parks Department \$
- Overall site work and lighting/landscape design elements - environmental grant funds and partnerships between LCG and Paul Breaux School (LPSS) and BVD/Vermilionville \$\$\$



Economic Impact / Community Benefits

- Leverage awareness of huge community and city-wide assets of Heymann Park and Vermilion River
- Landscape improvements will drive visitors to the area, spur adjacent commercial development and services for park patrons, and increase economic return on investment
- Communities receive enhanced public amenity and safer access to recreational space access



PROFILE SHEET

Vermilion River Recreational District

Catalyst Project B

Wayfinding and Historic Identity Mapping Campaign

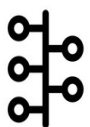


Community members, city officials, and Bayou Vermilion District staff want to promote the area's assets and history more aggressively.

Wayfinding and Identity Campaign project proposes a physical narrative across the Recreational District through sculptural signage, identification, and map kiosks



Redevelopment / Reuse of Existing Site	Business Development / Economic Growth	Neighborhood Connections	Neighborhood Beautification	Community Identity / Interaction
	X	X	X	X



Timeline

Short-term: Develop new trail brochures + graphic maps to distribute at community events + online awareness campaign hosted by BVD (Vermilionville)

Long-term: Comprehensive wayfinding and identity signage/kiosk design and implementation



Funding Support / Cost Estimates

- Printed material/digital campaign - LCG support \$
- Installation - partnership between LCG and Bayou Vermilion District (operates Vermilionville) \$\$



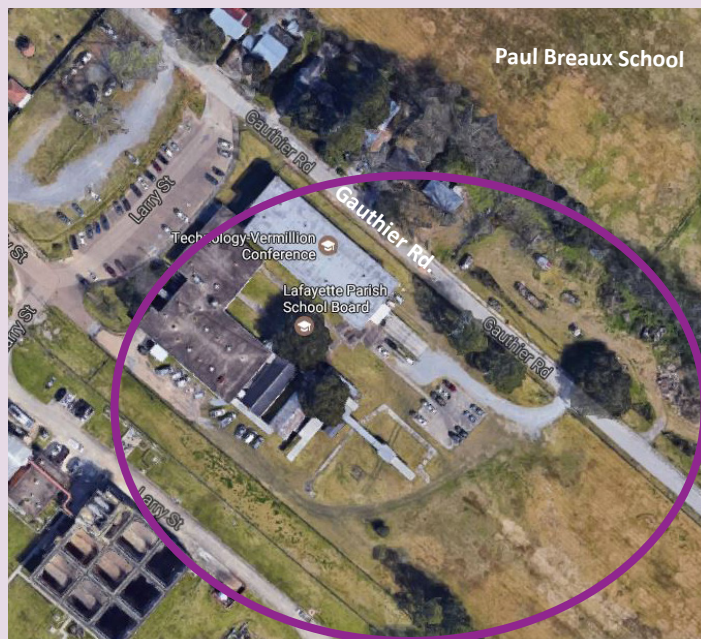
Economic Impact / Community Benefits

- Draw awareness to the BVD - expand cultural tourism, economic value, and development potential
- Community receives better information and guidance in the physical environment
- Create interaction, address safety, and support cultural preservation/education





Community Farm at Vermilion Conference Center



Residents in McComb-Veazey and within the BVD expressed interest in a community farm near the Lafayette Parish School System's Conference Center.

A community farm near the Conference Center and Heymann Park to enhance a public service offering and establish a neighborhood amenity to promote healthy local living and educational activities



Redevelopment / Reuse of Existing Site	Business Development / Economic Growth	Neighborhood Connections	Neighborhood Beautification	Community Identity / Interaction
X	X		X	X



Timeline

Short-term: Site clean up + staging of various food-related events that indicate permanent installations
Long-term: Preparing landscape for farming activities - planting and harvesting - building structures



Funding Support / Cost Estimates

- Maintenance clean up and kick-off events - LCG-Parks Department \$
- Overall site work - landscaping and construction - environmental grant funds and partnerships between LCG, LPSS, and BVD \$\$\$



Economic Impact / Community Benefits

- Leverage awareness of community and city-wide asset in the neighborhood near Heymann Park
- Farm amenity will drive locals and visitors into the area, spur adjacent commercial development and services for park patrons, and increase economic return on investment
- Communities receive enhanced public amenity that promotes access to healthy living and education



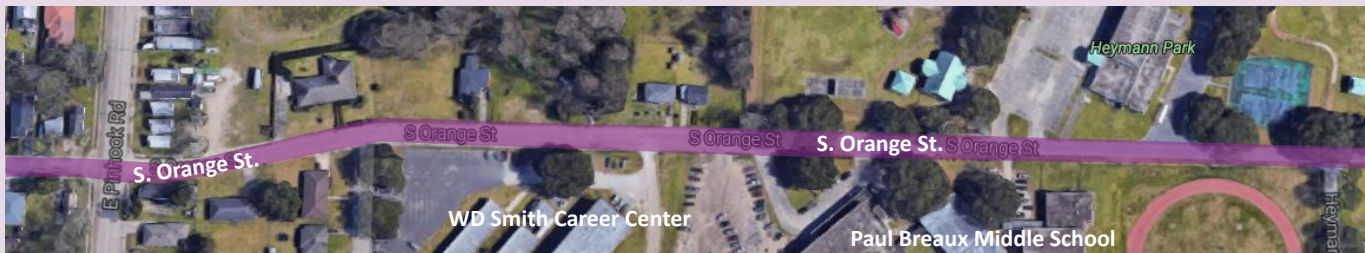


PROFILE SHEET

Vermilion River Recreational District

Catalyst Project D

South Orange Street Neighborhood Gateway/Streetscape Enhancement



Residents expressed a desire to improve access and create more awareness about Heymann Park.

Neighborhood gateway/streetscape design project along South Orange Street. Defines primary artery from McComb-Veazey to the Vermilion River Recreational District - improves access to Paul Breaux Middle School and Heymann Park from East Pinhook Road



Redevelopment / Reuse of Existing Site	Business Development / Economic Growth	Neighborhood Connections	Neighborhood Beautification	Community Identity / Interaction
X		X	X	X



Timeline

Short-term: Street clean-up, restriping, street trees where applicable

Medium-term: Neighborhood gateway signage/sculpture.

Long-term: Full retrofit of South Orange Street with hardscape improvements and landscape features



Funding Support / Cost Estimates

- Streetscape improvements: LCG funds -Public Works Dept. oversight \$\$
- Gateway designs and features: partnerships and neighborhood-level grants (collaboration between LCG, WD Smith Career Center, Paul Breaux Middle School, and BVD/Vermilionville) \$\$\$



Economic Impact / Community Benefits

- Improving the streetscape will bring immediate land-value benefits and appeal
- Increase small-scale commercial opportunities that link with the Pinhook corridor
- Create pedestrian-friendly access to public amenities that promote healthy activity and interaction





Pedestrian River Crossing from Heymann Park to Vermilionville

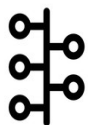


Residents, Heymann Park visitors, and Vermilionville staff and visitors expressed strong interest to improve connectivity between the Park and Vermilionville.

Complementing the Park retrofit strategy, a pedestrian bridge crossing from Heymann Park to Vermilionville would increase shared activity and connection in this recreation/tourist zone along the river



Redevelopment / Reuse of Existing Site	Business Development / Economic Growth	Neighborhood Connections	Neighborhood Beautification	Community Identity / Interaction
	X	X	X	X



Timeline

Short-term: Shared complementary actions with Heymann Park retrofit planning

Medium-term: Design competition and building community support / fundraising campaign

Long-term: Final design and construction implementation of pedestrian bridge



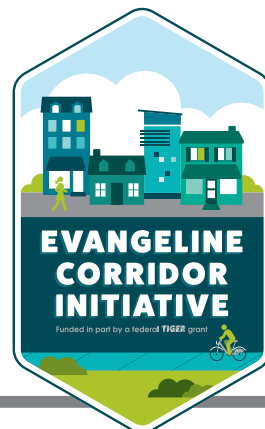
Funding Support / Cost Estimates

- Complementary Heymann Park kick-off events - LCG-Parks Department with BVD/Vermilionville staff \$
- Design competition and final construction of bridge - LCG partnership with BVD, crowdfunding \$\$



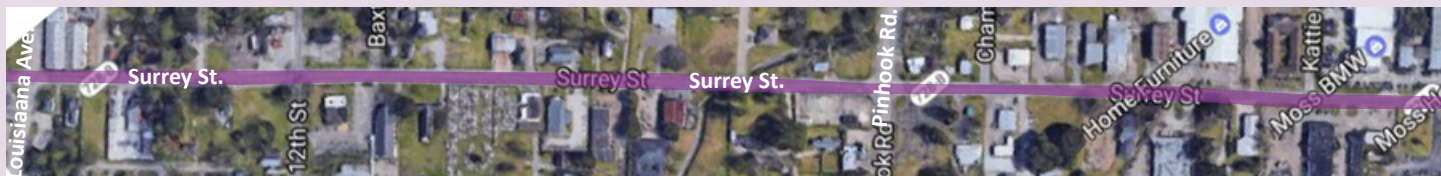
Economic Impact / Community Benefits

- Leverage awareness of huge community and city-wide assets of Heymann Park and Vermilion River
- Establish better connections between Heymann Park and Vermilionville while spurring economic opportunities through increased public movement and access





Surrey Street: Spot Improvements



Residents of McComb-Veazey and the Bayou Vermilion District and city staff expressed a desire to have physical improvements along Surrey Street.

Strategic spot improvements including landscape features (such as bike trails) and infill construction in the Surrey Street corridor create a safer, walkable environment for residents and establish better connections between Louisiana Avenue, Pinhook Road and Heymann Park to spur economic investment



Redevelopment / Reuse of Existing Site	Business Development / Economic Growth	Neighborhood Connections	Neighborhood Beautification	Community Identity / Interaction
X	X	X	X	X



Timeline

Short-term: Street clean up + Better Block events that indicate permanent installations/activity

Medium-term: Street restriping, street trees, sidewalk repair and preliminary site prep for project infill

Long-term: New landscape designs and infill construction (public spaces, commercial, and residential)



Funding Support / Cost Estimates

- Street clean up and kick-off events - LCG/Project Front Yard \$
- Restriping, small street-level repairs, and initial site prep - LCG-Public Works \$\$
- New, permanent landscape feature enhancements and infill construction - LCG/Private investment \$\$\$



Economic Impact / Community Benefits

- Enhance vital corridor through the McComb-Veazey and Vermilion River Recreational Districts to connect Pontiac Point to the river
- Improvements will drive visitors to the area, spur commercial development that will increase economic return on investment and provide residents with greater access to amenities and services
- Create a safer, more walkable street experience for the community (promote shared roadway)





East Pinhook Road: Spot Improvements



Residents in the corridor showed interest in revamping areas along Pinhook to bolster opportunities for neighborhood connections and economic activity.

New landscape features, street work, and infill opportunities will enhance a major network thoroughfare in the Evangeline Corridor with connections to the city as a whole

Redevelopment / Reuse of Existing Site	Business Development / Economic Growth	Neighborhood Connections	Neighborhood Beautification	Community Identity / Interaction
X	X	X	X	X



Timeline

Short-term: Street clean up + Better Block events that indicate permanent installations/activity

Medium-term: Street restriping, street trees, sidewalk repair and preliminary site prep for project infill

Long-term: New landscape designs and infill construction (public spaces, commercial, and residential)



Funding Support / Cost Estimates

- Street clean up and kick-off events - LCG-Project Front Yard \$
- Restriping, small street-level repairs, and initial site prep - LCG-Public Works \$\$
- New permanent landscape feature enhancements and infill construction - LCG/Private investment \$\$\$



Economic Impact / Community Benefits

- Enhance vital corridor that connects McComb-Veazey to downtown and beyond (Oil Center)
- Improvements will spur commercial development that will increase economic return on investment and provide residents with greater access to amenities and services
- Create a safer, more walkable street experience for the community (promote shared roadway)





EXERCISE 2

Catalyst Project Ranking Worksheet

Vermilion River Recreational District

The Evangeline Corridor Initiative team has identified the following Catalyst Projects as possible options for stimulating revitalization:

Project		Short-Term	Long-Term	Redevelopment/Reuse of Existing Sites	Business Development/Economic Growth	Neighborhood Connections	Neighborhood Beautification	Community Identity/Interaction
A	Heymann Park Retrofit		X	X	X		X	X
B	Wayfinding and Historic Identity Mapping Campaign	X			X	X	X	X
C	Community Farm at Vermillion Conference Center	X	X	X	X		X	X
D	South Orange Street Neighborhood Gateway/Streetscape Enhancement	X	X	X		X	X	X
E	Pedestrian river crossing from Heymann Park to Vermilionville	X	X		X	X	X	X
F	Surrey Street: Spot Improvements	X	X	X	X	X	X	X
G	East Pinhook Road: Spot Improvements	X	X	X	X	X	X	X

Community Benefit Ranking Descriptions

Redevelopment / Reuse of Existing Sites The project revitalizes blighted property and/or transforms the use of existing structures in a positive way.

Business Development / Economic Growth The project stimulates growth potential through immediate commercial offerings and/or long-term investment return value.

Neighborhood Connections The project makes the district better suited to those who walk or ride bikes and makes it easier to access other areas in the corridor by all modes of transportation, including vehicles and buses.

Neighborhood Beautification The project improves the look of neighborhoods and streets and makes the area more welcoming to businesses.

Community Identity / Interaction The project connects people through public spaces while building neighborhood ownership and pride.

Please prioritize each of the projects listed above and depicted on the profile sheets:

	Low Priority				High Priority
Catalyst Project A	1	2	3	4	5
Catalyst Project B	1	2	3	4	5
Catalyst Project C	1	2	3	4	5
Catalyst Project D	1	2	3	4	5
Catalyst Project E	1	2	3	4	5
Catalyst Project F	1	2	3	4	5
Catalyst Project G	1	2	3	4	5

- 1 = Low level and less impactful
- 2 = Fair and somewhat helpful
- 3 = Good and worthwhile
- 4 = Excellent and important
- 5 = Highly transformative and a top priority

***Please return this page.**

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Additional Comments

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